

## Positive Alternatives 2017-18 Quarterly Update

**Grantee (Name and city):** Life Care Center East, St. Paul

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**Goal:** To provide positive alternatives to abortion to pregnant and parenting women in the East St. Paul and surrounding areas

**For the period/quarter:** Quarter 6 October 1-December 31<sup>st</sup> 2017

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
<b>Administrative Activities</b>	Provide ongoing guidance, assessment and supervision to grant staff Complete grant forms Track grant budget Attend required grant meetings		The Executive Director has added on a new nurse to fulfill the staffing positions in our original grant. Our clinic is now fully staffed with 3 part time nurses, 2 part time life coaches, and 1 RDMS.	
<b>Outreach</b>	To reach women in the community through social media and print advertising. <ul style="list-style-type: none"> <li>To start advertising on Facebook and Google to generate more clients</li> <li>To provide advertising in print to area schools and key places in the community</li> <li>To reach more women and</li> </ul>		We have continued our marketing strategy of a unique Facebook ad running every month to attract new clients to join, like, and follow our Facebook site which directly links them to our website. As of the end of Dec. we have added over 300 likes on our Facebook page. We have also added an ad in Tartan High School hockey program to generate more clients.	

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	families through community sponsored events with other non-profits			
<b>Car Seat Program</b>	<ul style="list-style-type: none"> <li>Conduct CPS classes quarterly</li> <li>To give out car seats to clients after attending a CPS class</li> </ul>	60	We started our car seat program in the beginning of December. We have 3 trained staff available to teach our classes. We held our first class with only 2 clients attending but the word is spreading and we expect many more to follow.	2
<b>Case Management Services</b>	<ul style="list-style-type: none"> <li>Home Visiting Nurse Program</li> <li>Nurses visit prenatal clients in their homes</li> </ul>	12	We are close to starting this program with our nurses. We have filled our 3 <sup>rd</sup> nursing position in December so next quarter we will start visiting prenatal clients in their homes.	0
<b>Crib Distribution/ Sleep Safety Education</b>	Provide Safe Sleep Education along with providing a pack n play	12	The feedback we have been hearing is that clients would prefer a crib or are not in need of a pack n play. We continue to educate on safe sleep regardless of need.	4
<b>Life-Skills Education Program</b>	Provide education on subjects such as: Life Coaching Setting Goals	20	We are so excited to have a handful of clients coming back to us on a regular basis for life coaching. They are setting goals and moving forward in their lives.	15
<b>Nutrition</b>	Provide prenatal vitamins to clients having ultrasounds Staff will provide education on prenatal nutrition and prenatal vitamins	30	We have incorporated nutrition education in our positive pregnancy packets, during ultrasounds, and with all prenatal visits.	23

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<b>Parenting Education</b>	<b>Provide Prenatal and Parenting Education including topics such as:</b> Infant Care Discipline Happiest Baby Finding Appropriate Childcare <b>Program participants can earn baby items as incentives.</b>	40	Our individual education program, Uniquely Me, has been very well received this quarter. Most of our prenatal clients as well as education clients have been coming on a weekly basis to learn about parenting and newborn skills. Our goal is to continue this consistency with our clients.	105
<b>Pregnancy Education</b>	Nurses will do initial education on Alcohol/ Drug cessation, importance of prenatal vitamins and early entrance into prenatal care. Referrals for prenatal care will be given with specific contact information Clients who need additional support or do not currently have prenatal care will be referred to our own prenatal program Prenatal Education Classes, Childbirth Education Classes, One-on-One Education	40	Our nurses have been adding prenatal education to our curriculum by using a pregnancy workbook along with a pregnancy calendar, and receiving weekly updates from our nurses. This has helped keep our clients engaged and informed.	59
	<b>Healthy Moms Group Class:</b> <ul style="list-style-type: none"> <li>Conducting quarterly classes and individual instruction on lactation best practices</li> </ul>	37	We hired a doula in December to start childbirth classes in January. This will include lactation information as well as childbirth instruction.	0

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<b>Pregnancy Testing</b>	Provide program eligibility assessment, pregnancy coaching and testing.	65	Our pregnancy tests were down from last quarter but the amount of walk-ins has increased. Almost all of the pregnancy tests have been for new clients. That is our goal, to find new clients in the community.	65
<b>Prenatal Care</b>	Provide prenatal care	77	We are happy to report that we have 14 patients in our prenatal program with 14 babies born during all of 2017. We now have a full nursing staff with 3 volunteer doctors and one more on the way.	91
<b>Provide Necessary Services to all clients</b>	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals	115	With our prenatal patients we have added a list of life coaching questions and a basic needs assessment to determine what referrals and needs they need met in addition to their medical pregnancy needs. The response so far has been great. It assists our nurses and life coaches with information to understand the big picture in someone's life.	82
<b>Provide Necessary Services Assessments Only</b>	Staff provides clients only intake assessments, information on, referral to and assistance with securing necessary services	75	Lately our main concern we see with our clients in car seats and insurance. We are working with each one to give them resources or sit down with them to explain the insurance process. For the car seats, we are happy to explain our new car seat class which already has a waiting list.	54
<b>Ultrasound</b>	Provide ultrasounds, abortion alternatives education and counseling.	40	Our ultrasound visits have given us the ability to share our prenatal program and really try to understand what their prenatal plan is for their pregnancy.	40

<b>Maternal and Child Health Initiative Task Force Strategies</b>	
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	<i>2</i>
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	<i>52</i>
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	<i>52</i>
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	<i>52</i>
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	<i>4</i>
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	<i>52</i>

### **Challenges:**

**Car Seat Program**-We now have certified technicians who will conduct a class on a monthly basis and individual basis as needed.

**Case Management Services**-We talked about applying for the Home Visiting Grant through MDH but determined that we need to go forward with our current plan of having one nurse visit all prenatal patients at least 3 times during and after the pregnancy. With the hire of our new 2 a day nurse in December, this is now possible.

**Crib Distribution**-We continue to educate all clients on safe sleep. We just are not giving out as many pack n plays as we have in the past. We will look into this.

**Life-Skills**-Our life coaching visits are down this month due to an increase in prenatal education that was needed.

**Nutrition**-We have not had as many request or need prenatal vitamins this quarter.

**Healthy Moms Group**-We have a class schedule that began on January 8<sup>th</sup> and will continue all year long, including lactation services.

**Necessary Services**-We just have not seen as many new people who are in need of community services this quarter.

**Comments:** We have been extremely busy with the prenatal care program performing very well but taking a lot of our time and resources. The numbers may not reflect our goals being met, but we are serving the women in this community with multiple needs and with great care.